

Tool 21

Stakeholder Education Resources

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Stakeholder Education Resources

The stakeholder education resources listed below are guides that explain how to create and distribute watershed messages to stakeholders, as well as links to free materials that will explain why watershed protection is important and what stakeholders can do to help. Resources were identified and selected based on ease of access (most are free for download), applicability to watershed planning, and how often they are referenced by other documents on stakeholders.

Alliance for the Chesapeake Bay. *Outreach and Training*. Website: <http://www.acb-online.org/outreach.cfm>

The Alliance for the Chesapeake Bay is a regional nonprofit organization that builds and fosters partnerships to protect and to restore the Bay and its rivers. The Alliance has a number of products available free for download that translate technical or complex information on watershed issues into easy-to-understand toolkits and guidebooks for lay audiences. These products range from “do-it-yourself” guides and publications to training modules and workshops that provide general advice and direction to non-technical audiences on how to better treat land and water resources for the ultimate protection of the Chesapeake Bay.

Chesapeake Bay Program. *Community Watershed Dialogue*. Website: <http://www.chesapeakebay.net/watersheddialogue.htm>

The Community Watershed Dialogue is a project of the Watershed Assistance workgroup at the EPA Chesapeake Bay Program. Watershed assistance staff, in collaboration with Maryland, Pennsylvania, Virginia and West Virginia, are organizing and conducting Dialogues to engage community leaders and key stakeholders in managing watersheds. The Dialogues are a series of collaborative discussions on approaches for community engagement, consensus building, and strengthening commitment to comprehensive resource management. Participants learn to integrate watershed management into sound land use decisions and practices.

Christie, J. 2001. *Wetlands Outreach: Getting the Message Out: New Techniques and Partners for the Millennium*. Association of State Wetland Managers. Website: <http://www.aswm.org/propub/pubs/pdf/outreach.pdf>

This report synthesizes the results of a two-day conference on wetland outreach. While the report is focused on wetlands, many of the tips for improving education and outreach are applicable to watershed planning outreach efforts. The pointers on why outreach fails and hints for developing a good program are especially relevant to watershed planners.

MacPherson, C. and B. Tønning. 2003. *Getting In Step: A Guide for Conducting Watershed Outreach Campaigns*. Tetra Tech, Inc. EPA 841-B-03-002. U.S. EPA Office of Wetlands, Oceans and Watersheds. Washington, D.C. Website: <http://www.epa.gov/owow/watershed/outreach/documents/getnstep.pdf>

This guide provides an overview of the tools watershed managers will need to develop and implement effective watershed outreach plans. The guide is divided into three parts: Part I provides the overall framework for creating and executing your outreach plan using a step-by-step development process; Part II examines techniques and examples for developing and enhancing outreach materials; Part III discusses working with the news media to get your water quality message out through improved media coverage. The publication also includes watershed graphics, work sheets for developing your plan, and additional resources for outreach and education, including contact information.

Maryland Department of Natural Resources. No date. *Maryland Education Resources at the Department of Natural Resources*. Website: <http://www.dnr.state.md.us/education/>

This is a list of resources that Maryland Department of Natural Resources offers for educators. They include student activities, in-class presentations, educator professional development opportunities, and outdoor education opportunities for all ages. The list includes both website and contacts for resources focused toward watershed education.

Maryland Department of the Environment. No date. *Water Fact Sheets*. Website: <http://www.mde.state.md.us/ResearchCenter/Factsheets/waterfactsheets/index.asp>

This website provides a variety of fact sheets on issues related to watershed health in Maryland that can be used to educate stakeholders. Among the choices:

- Stormwater and the Chesapeake Bay
- Building a Rain Barrel
- Your Bay, Your Watershed: Pathways to the Bay: The Chesapeake Watershed
- Nontidal Wetlands and Their Values

McKenzie-Mohr, Doug and Smith, W. No date. *Fostering Sustainable Behavior Guide*. McKenzie-Mohr Associates, Fredericton, N.B., Canada. Website: <http://www.cbsm.com/Chapters/preface.htm>.

This online book details how community-based social marketing can uncover the barriers that inhibit individuals from engaging in sustainable behaviors. Community-based social marketing uses social psychology research to promote behavior change at the community level through direct contact with people. The guide provides a set of "tools" that social science research has demonstrated to be effective in fostering and maintaining behavior change. The online guide also details how to design and evaluate programs. The website (<http://www.cbsm.com/>) also contains searchable databases of articles, case studies and graphics related to fostering sustainable behavior as well as a discussion forum.

Northern Rhode Island Conservation District, RI Urban Rivers Team—Health & Education Subcommittee, and U.S. Environmental Protection Agency. No date. *Toolkit for Urban Rivers: Public Education and Outreach Programs and Strategies*. Northern RI Conservation District, Greenville, RI. Website: <http://www.nricd.org/ToolKit/ToolKit.pdf>

This publication highlights the lessons learned by the creators of the “Woonasquatucket River Do’s & Don’ts” Education & Outreach Campaign. The creators have made this document available as a model for other programs to use in developing education programs. The publication is both a guide and a workbook. Eight steps for creating a program are presented, and each step includes questions that can be helpful in defining the process as well as pointers on setting goals and objectives at each step in the process.

United States Environmental Protection Agency (EPA). *Chesapeake Bay Program*. Website: <http://www.chesapeakebay.net/involved.htm>

The EPA’s Chesapeake Bay Program website has a number of resources available describing actions that can help the restoration of the Bay. The “How to Get Involved” website provides links to resources or programs for teachers, students, citizens, local government officials, business owners or the members of a watershed organization on how they can help to reduce impacts to the Chesapeake

Bay. Visitors to the site can find links to the watershed they live in, get a list of contacts for more information, and find other local groups active in their area.

United States Environmental Protection Agency (EPA) Office of Water, Office of Wetlands Oceans, and Watersheds. *Watershed Outreach*. Website: <http://www.epa.gov/owow/watershed/outreach/outreachnonjs.html>

This website has many educational materials available to help promote watershed protection. Some materials are downloadable, while others must be requested by telephone, email, or regular mail. The types of materials available include watershed-related pictures and clip art, activities just for kids, and links to watershed related web sites with activities and information.

United States Environmental Protection Agency (EPA) *Stormwater Month Outreach Materials and Reference Documents*. Website: <http://cfpub.epa.gov/npdes/stormwatermonth.cfm>

The EPA has developed a set of materials that state or local governments can customize and use in their own stormwater outreach campaigns. The downloadable electronic files on this page are customizable so that watershed planners can add their own contact information and inexpensively reproduce these materials. Materials are available for the general public, homeowners, construction site operators, and children.

United States Environmental Protection Agency (EPA). *Watershed Academy Web Training Modules*. Website: <http://www.epa.gov/watertrain/>

EPA offers more than 40 free, self-paced web-based training modules that present a basic but broad introduction to watershed planning. The length and complexity of each module varies and each module can require ½ to 2 hours each to complete. Self-tests enable trainees to check their retention and see immediate results. Completing a series of 15 of these modules can earn a Watershed Academy Web Training Certificate that allows the user to document their learning. Of particular relevance to watershed planners interested in education is the online training for *Getting in Step: A Guide to Effective Outreach in Your Watershed*.

